CHERAW GAZETTE.

M. MACLEAN, EDITOR & PROPRIETOR. CHERAW, S. C., TUESDAY, MARCH 15, 1836. VOL. I. NO. 18

Published every Tuesday.

TERMS.

If paid within three months, - - - 3. 00
If paid withinthree months after the close of the year, - - - - - - - - - 3. 50
If not paid within that time, - - - - 4. 00

A company of six persons taking the paper at the same Post Office, shall be entitled to it at $15, paid in advance, and a company of ten persons at $20; provided the names be forwarded together, accompanied by the money.

No paper to be discontinued but at the option of the Editor till arrearages are paid.

Advertisements inserted for 75 cents per square the first time, and 37½ for each subsequent insertion.

Persons sending in advertisements are requested to specify the number of times they are to be inserted; otherwise they will be continued till ordered out, and charged accordingly.

☞ The Postage must be paid on all communications sent by mail.

MEDICAL.

Small Pox.

Those who have been affected with this disease in Marlboro', have not, we believe, had much medical attendance; and, should the disease spread, this will no doubt be the case with others also. For the benefit of such, should there be any of them among our readers, we take the following short and simple account of the mode of treating the disease from "Good's Study of Medicine." In doing so, we would not be understood as wishing to encourage *quackery;* for we are sure that it is constantly killing its thousands upon thousands. But we do wish to alleviate suffering and lessen the number of deaths among those who either cannot or will not procure regular medical attendance in their sickness.

"The grand principle in the treatment of small pox, is to moderate, and keep under the fever; and, however the plans that have been most celebrated for their success may have varied in particular points, they have uniformly made this principle their pole star; and have consisted in different modifications of fresh air, cold water, acid liquors and purgative medicines: heat, cordials, and other stimulants having been abundantly proved to be the most effectual means of exasperating the disease, and endangering life.

Dr. Mead seems to have been almost indifferent as to the kind of purgative employed, and certainly gave no preference to mercurial preparations. His idea was that all were equally beneficial that would tend to lower the system. And in this manner he accounts for the mildness of the disease after any great evacuation, natural or artificial; after acute diseases, child-birth, and salivation.

Mercury, however, appears to have a specific influence upon the action of variolous matter; for though, when considerably diluted with water, it is still capable of propagating the disease by inoculation, yet Von Wensel has shown satisfactorily that when triturated with calomel it loses its energy, and in inoculation, becomes inert and useless. Mercury has hence been denominated in Germany remedium pancreston, and has certainly supported its character as the best corrector of the small-pox we are acquainted with from a period antecedent to the introduction of inoculation into Europe, to the present day. "Physicians who attend hospitals," says Sir George Baker, "have frequently observed the small-pox to be particularly mild in those patients who have happened to receive the infection soon after a mercurial ptyalism; and inoculation is said to have been a much more successful practice in some of our American colonies since the use of calomel has been there introduced into the preparative regimen." When given merely as a purgative it is usually mixed with jalap, and in this manner acts much more briskly.

Exposure to fresh and cold air is nearly if not altogether, of as much service as Calomel; and hence the patient, however inactive and dejected he may be, should be roused from his bed, and urged to use gentle exercise either abroad or in a cool capacious room. Cold water is usually prescribed in large draughts for the same purpose and very generally proves highly refreshing. The acids, and especiall the diluted mineral acids, have a peculiar influence in diminishing the extent of the eruption: insomuch that some inoculators have been bold enough to prophecy the number of postules a patient would produce under a given quantity of the acid. Whether any one of the acids has an intrinsic power beyond the rest, has never been sufficiently put to the test of inquiry; nor is it clearly ascertained in what way they operate towards the present effect. They are an excellent refrigerant in fevers of all kinds, but in small-pox there seems to be a something beyond this power, and they probably restrain the process of assimilation.

Lemonade may conveniently form the common drink during the fever; or a solution of cream of tartar in water, which, as tending to keep the bowels gently open, will be preferable. When the fever is considerable, the purgative should be repeated at each of its exacerbating stages; and if convulsion-fits arise, the spasmodic irritation is best removed by laudanum.

RURAL ECONOMY.

From the Highland and Agricultural Society of Scotland.

ON THE POINTS BY WHICH LIVE STOCK ARE JUDGED.

By Mr. James Dickson, Cattle Dealer.

Were an ox, of fine symmetry and high condition, placed before a person not a judge of live stock, his opinion of its excellencies would be derived from a very limited view, and consequently from only a few of its qualities.

He might be pleased with the tint of its colors, the plumpness of its body, and the smoothness and glossiness of its skin. He might observe and admire the beautiful outline of its figure, for that might strike the most casual observer. He might be even delighted with the gentle and complacent expression of its contenance. All these properties he might judge of by the eye alone. On touching the animal with the hand, he would feel the softness of its body occasioned by the fatness of the flesh.—But no man, not a judge, could rightly criticise the properties of the ox farther. He could not possibly discover, without tuition, those properties which had chiefly conduced to produce the high condition in which he saw the ox. He would hardly believe that a judge can ascertain, merely by the eye, from its general aspect, whether the ox were in good or bad health; from the color of its skin, whether it were of a pure or cross breed; from the expression of its countenance, whether it were a quiet feeder; and from the nature of its flesh, whether it had arrived at maturity or no. The discoveries made by the hand of a judge might even stagger his belief.

He could scarcely conceive that the hand can feel a hidden property, the touch, which of all tests is the most surely indicative of fine quality of flesh, and of disposition to fatten. It can feel whether that flesh is of the most valuable kind; and it can foretell the probable abundance of fat in the interior of the carcass. In short, a judge alone can discriminate between the relative values of the different points, or appreciate the aggregate values of all the points of an ox. The parts of an ox by which it is judged are called *points*.

We have thus seen that a person even totally ignorant of cattle, may judge of some of the most apparent properties or points of a *fat* ox; but were a *lean* ox placed before him, he would be quite at a loss what opinion to pass on its present, and far more on its future condition. The outline of its figure would appear to him rugged and angular, and consequently coarse. To him the body would feel a number of hard bones, covered with a tough skin and coarse hair. A judge, on the other hand, can at once discover the good or the bad points of a lean as well as of a fat ox; because the properties of the former are the same in kind, though not in degree, as those of the latter; and, in accordance with the qualities of these points, he can anticipate the future condition of the lean ox, save and excepting the effects of accidents and disease.—But, it may be asked, if a judge of cattle is a character so easily attained as is here represented, how is it that the opinion of a judge is always held in deference and is always referred to in cases of difference of opinion.

This question admits of a very satisfactory answer. Errors in the judging of cattle arise not so frequently from not knowing the points to be judged of, as from judges allowing one or more of their favorite points the power of too great an influence over the future increasing condition of the ox; and as long as there are so many points to be considered, and as most of them may be partially altered by local circumstances, a difference of opinion may exist among judges of lean stock.

Now, what are those *points* of an ox, a thorough knowledge of which is so essential to constitute a perfect judge? Could they be described and illustrated with such precision, as that they may be applied at once to every ox, in whatever condition it may be, a great advancement would be made towards establishing fixed rules for the right judging of all the domestic animals. Fortunately for the suppression of human dogmatism on this subject, Nature herself has furnished rules for ascertaining points for judgment, which can only be discovered by long and constant practice. Nevertheless, I shall endeavor to describe them plainly, and after perusing the description, I hope my readers will perceive that they are established laws of nature; and therefore unerring and applicable to every species of cattle. Like other phenomena of nature, a knowledge of them can be acquired by observation. This knowledge is the most difficult which a farmer has to acquire, inasmuch as the management of live stock is a much more difficult branch of husbandry than the cultivation of corn. And although the importance of this knowledge is acknowledged by every experienced farmer, and a desire for its acquirement is strongly felt by every young one, it is remarkable that very little is said in professed works on agriculture on those rules which guide us in judging of fat or lean live stock.

The first *point* to be ascertained in examining an ox is the *purity* of its breed, whatever that breed may be. The ascertainment of the purity of the breed will give the degree of the disposition to fatten in the individuals of that breed. The purity of the breed may ascertained from several marks.

The color or colors of the skin of a pure breed of cattle, whatever those colors are, are always definite. The color of the bald skin on the nose, and around the eyes, in a pure breed, is always definite, and without spots. This last is an essential *point.*

When horns exist, they should be smooth, small, tapering and sharp-pointed, long or short, according to the breed, and of a white color throughout in some breeds, and tipped with black in others. The shape of the horn is a less essential point than the color.

Applying these marks on the different breeds in Scotland, as illustrations of the points which we have been considering, we have the definite colors of white and red in the short-horns. The color is either entirely white or entirely red, or the one or the other predominates in their mixture. The skin on the nose and around the eyes is uniformly of a rich cream color. The Ayrshire breed, in its purity, is also distinguished by the red and white color of the skin, but always mixed, and the mixture consists of spots of greater or smaller size, not blended together. The color of the skin on the nose and around the eyes is not definite, but generally black or cream colored. In other points, those two celebrated breeds differ from one another more than in the characters which I have just described.

In the West Highland, Angus, and Galloway breeds, the color of the skin is mostly black in the animals of the purest blood, although red, dun and brindled colors are occasionally to be seen among them.

The black color of the skin of the nose and around the eyes, is indicative of the pure blood of black cattle, but a cream colored nose may frequently be observed among the other colors of the skin.

It would perhaps be hazardous to assert, in the case of the West Highlanders, that the characters above given are the only true indications of the pure breed, for their origin cannot now be certainly determined; but the characters given will certainly apply to the purity of the blood in the short-horn and Ayrshire breeds.

The second *point* to be ascertained in an ox is the form of its carcass. It is found, the nearer the section of the carcass of a fat ox taken longitudinally vertical, transversely vertical, and horizontally, approaches to the figure of a parallelogram, the greater quantity of flesh it will carry within the same measurement.

[That is, in plainer language, if the body be cut into two equal parts, down through the back and breast, leaving a hind quarter and fore quarter together on each side; or across the body separating the hind quarters from the fore quarters together; or horizontally, dividing the whole body into upper and lower halves; then, the nearer the cut surfaces approach the form of a "long square," the greater the quantity of flesh will the ox carry in proportion to its size.]

That the carcass may fill up the parallelogram as well as its rounded form is capable of filling up a right angled figure, it should possess the following configuration. The back should be straight from the top of the shoulder to the tail. The tail should fall perpendicularly from the line of the back. The buttocks and twist should be well filled out. The brisket should project to a line dropped from the middle of the neck. The belly should be straight longitudinally, and round laterally, and filled at the flanks. The ribs should be round, and should project horizontally, and at right angles to the back. The hooks should be wide and flat; and the rump, from the tail to the hooks, should also be flat and well filled. The quarter, from the itch bone to the hooks, should be long. The loin bones should be long, broad, and flat, and well filled; but the space betwixt the hooks and the short ribs should be rather short, and well arched over with a thickness of beef between the hooks. A long hollow from the hooks to the short-ribs, indicates a weak constitution, and an indifferent thriver.—From the loin to the shoulder blade should be nearly of one breadth; and from thence it should taper a little to the front of the shoulder. The neck vein should be well filled forward, to complete the line from the neck to the brisket. The covering on the shoulder blade should be as full out as the buttocks. The middle ribs should be well filled, to complete the line from the shoulders to the buttocks along the projection of the outside of the ribs.

These constitute all the *points* which are essential to a *fat* ox, and which it is the business of the judge to know, and by which he must anticipate whether the lean one, when fed, would realize.

The remaining points are more applicable in judging of a lean than a fat ox.

The first of the *points* in judging of a *lean* ox, is the nature of the *bone*. A round thick bone indicates both a slow feeder, and an inferior description of flesh. A flat bone, when seen on a side view, and narrow, when viewed either from behind or before the animal, indicates the opposite qualities of a round bone. The whole bones in the carcass should bear a small proportion in bulk and weight to the flesh, the bones being only required as a weight to the flesh.

The texture of the bone should be well grained and hard. The bones of the head should be fine and clean, and only curved with skin and muscle, and not with lumps of fat and flesh, which always give a heavy-headed appearance to an ox. The fore arm and hooks should also be clean and full of muscle, to endure travelling. Large joints indicate bad feeders. The neck of an ox should be contrary to that of a sheep: as the stall of the neck of the ox has no effect on the strength of the spine.

A full, clear, and prominent eye is another point to be considered; because it is a nice indication of good breeding. It is always attendant on fine bone. The expression of the eye is an excellent index of many properties in the ox. A dull heavy eye certainly indicates a slow feeder. A rolling eye, showing much white, is expressive of a restless, capricious disposition, which is incompatible with quiet feeding. A calm, complacent expression of the eye and face is strongly indicative of a sweet and patient disposition, and of course, kindly feeding. The eye is frequently a faithful index of the state of the health. A cheerful, clear eye, accompanies good health; a constantly dull one proves the probable existence of some internal lingering disease. The dullness of eye, arising from the effect of internal disease, is, however, quite different in character from a natural or constitutional phlegmatic dullness.

The state of the skin is the next *point* to be ascertained. The skin affords what is technically and emphatically called, the *touch*,—a criterion second to none in judging of the feeding properties of an ox.—The touch may be good or bad, fine or harsh, or, as it is often termed, hard or mellow. A thick, firm skin, which is generally covered with a thick-set, hard, short hair, always touches hard, and indicates a bad feeder. A thin, meagre, papery skin, covered with thin, silky hair, being the opposite of the one just described, does not, however, afford a good touch. Such a skin is indicative of a weakness of constitution, though of good feeding properties. A perfect touch will be found with a thick loose skin, floating, as it were, on a layer of soft fat, yielding to the least pressure, and springing back towards the fingers like a piece of soft, thick chamois leather, and covered with thick, soft glossy hair. Such a collection of hair looks rich and beautiful, and seems warm and comfortable to the animal. It is not unlike a bed of fine soft moss, and hence such a skin is frequently styled "mossy." The sensation derived from feeling a fine touch is pleasurable, and even delightful to an amateur of breeding. You cannot help liking an animal that has a fine touch. Along with it is generally associated a fine symmetrical form. A knowledge of touch can only be acquired by long practice; but after having acquired it, it is of itself a sufficient means of judging of the feeding quality of the ox; because, when present, the properties of symmetrical form, fine bone, sweet disposition, and purity of blood, are the general accompaniments.

These are the essential *points* of judging *lean* cattle; but there are other and important considerations which must claim the attention of the judge, in forming a thorough judgment of the ox.

The *proportion* which the extremities bear to the body, and to one another, is one of these considerations. The head of the ox should be small, and set on the neck as if it appeared to be easily carried by the animal. This consideration is of great importance in showing cattle to advantage in market. The face should be long from the eyes to the point of the nose. No face can be *handsome* without this feature. The skull should be broad across the eyes, and only contract a little above them, but should taper considerably below to the nose. The muzzle should be fine and small, and the nostrils capacious. The crown of the head should be flat and strong, and the horns should protrude horizontally from both sides of it, though the direction of the growth from the middle to the tip varies in the different breeds. The ears should be large, stand a little erect, and so thin as to reflect the sunlight through them. The neck should be light, tapering from the front of the shoulder and neck vein, with a gradual rise from the top of the shoulder to the head. The length of the neck should be in proportion to the other parts of the animal; but this is a non-essential point; tho' I would prefer an apparently short neck to a long one, because it is generally well covered with the neck vein.

A droop of the neck, from the top of the shoulder to the head, indicates a weakness of the constitution, arising frequently from breeding too near akin. The legs below the knee should be rather short than long, and clean made. They should be placed where they apparently bear the weight of the body most easily, and they should stand wide asunder. The tail should be rather thick than otherwise, as thickness indicates a strong spine and good weigher. It should be provided with a large tuft of long hair.

The *position* of the *flesh* on the carcass is another great consideration in judging the ox, the flesh on the different parts of the ox being of various qualities. The part called the spare-rib in Edinburg, and the fore and middle ribs in London, the loins, the rump, or hook bone, are of the finest quality, and are generally used for roasts and steaks. Consequently the ox which carries the largest quantity of beef on these *points* is the most valuable. Flesh of fine quality is actually of finer texture in the fibre than coarse flesh. It also contains fat in the tissue between the fibres. This arrangement of fat and lean gives a richness and delicacy to the flesh. The other parts, tho' not all of the same quality, are used for salting and making soups, and do not fetch so high a price as the parts just described.

A full twist lining the division between the hams, called the "closing," with a thick layer of fat, a thick flank, and a full neck vein, are generally indicative of tallow in the interior of the carcass; but it frequently happens that all these symptoms of laying on internal fat fail. The disposition to lay on internal fat altogether depends on the nature of the nidividual constitution; for, it is often observed, that those individuals which exhibit great fattening *points* on the exterior do not fill with internal fat so well as others which want these points. On the contrary, thin made oxen, with flat ribs, and large bellies, very frequently produce large quantities of internal fat.

The first part which shews the fat in a feeding ox, is the point or top of the rump, which, in high bred animals, is a prominent point; sometimes it protrudes too much, as the mass of fat laid on these is out of proportion to the lean, and therefore useless to the consumer. This is the point which frequently misleads young or inexperienced judges in the true fatness of the ox, because fat may be felt on this part, when it is deficient on most of the other points.

The points, on the other hand, which are the last in being covered with flesh, are the point of the shoulder joint, and the top of the shoulder. If these points are, therefore, felt to be well covered, the other and better parts of the animal may be considered ripe. Ripeness of condition, however, can only be ascertained by handling, for there is great difference between the apparent and real fatness of an ox. The flesh of an apparently fat ox to the eye, may, on being handled by a judge, feel loose and flabby, but a truly fat ox always feels "hard fat." With such the butcher seldom is deceived, while loose handlers give no assurance of killing well.

It is proper, in judging of the weight of a fat ox, to view his gait while walking towards you, which will, if the ox has been well fed, be accompanied with a heavy rolling tread on the ground. In this way a judge can at once come very near to its weight.

The application of these rules and considerations to the judging of *lean* stock, constitutes the chief difficulty to the judge. An ox in high condition, in so far as its condition alone is under consideration, can be judged of as we have seen, by any one; and sometimes the fatness may be so great as obviously to deform the symmetry to any observer.

The superiority of a judge to others, in these cases, consists in estimating the weight, observing the purity of the blood, and valuing the points of the animal.

But in judging of a lean ox, its future condition and symmetry must be foreseen. The rules which I have attempted to describe, will, if studied practically, enable an enquiring observer to foresee these points; and in judging between a number of valuable points, it should be remembered, the purity of breeding will always insure aptitude to fatten, which, in its turn, will insure the largest remuneration for the food consumed.

Sheep, both fat and lean, may be judged of by nearly the same rules. The purity of breeding will be seen in the large, full, prominent eyes, the clean, thin bone of the head and legs, and the large, thin, pricked-up ears, set on each side of the top of the head, and in short, thick, smooth, clear hair of the face and legs.

The section of the form of the fat sheep is even more mathematically like a parallelogram than that of the fat ox. The touch of the skin is also the same in kind, and is as sure an indication of the disposition to fatten as in the ox. In regard that wool varies so greatly in the many breeds of sheep, I can only make this general remark on the fleece best suited to every breed, namely, the whole body should be well covered with hair. A large covering of wool, not only protects them against the inclemencies of the weather, and the coldness and dampness of the ground, but it supplies a large fleece to be disposed of to the wool buyer. One deviation from the rules of judging cattle, must be made while judging sheep, to which I have already alluded, namely, while the neck of the ox should be thin, that of the sheep should be thick; because a thin necked sheep is found to possess a weak spine, and is generally a bad feeder. A thin neck has the same effect on sheep that a small tail has on cattle. As in cattle, a drooping neck in sheep indicates a weak constitution, arising from breeding in and in.

Some of the rules for cattle and sheep are applicable to swine. Swine should have broad straight backs, round ribs, thin hair, thick skin, small tails, short and fine muscles, pricked ears, small and fine bones, and round and well turned shoulders and hams.

In conclusion, it is obvious that the rules for judging live stock are not founded upon arbitrary assumptions. Had no *natural* means of judging existed, man could no doubt have contrived rules to suit his own convenience; and in such a case, he would probably have chosen such as he could have most easily applied; but unless they could be applied to *growing* as well the *mature* condition of animals, they would be of little value.

But we have seen that natural means of judging do exist, and although they cannot be easily understood without much observation and practice, yet, by practice, they can be acquired, and easily applied to the existing circumstances of the animal, whatever these may be. Any person, it is true, cannot at once perceive that their necessary endency is to lead to a correct judgment. Long and careful persona lobservation is requisite to convince the mind of their value in that respect. Tuition, without practical observation, cannot of itself do it. It has been the body of nature in short, which enabled men to establish these rules for his guidance; and as all the operations of nature are regulated by general laws, these rules must be of general application. It is clearly established by observation, as an uniform principle of judgment, that when an ox, in a growing state, presents a certain degree of purity of breeding, a certain form of body and a certain kind of handing of its skin, a certain result is undeviating exhibited in the mature state from these given premonitory symptons. Should this result conduct to the acquisition of wealth, we are anxious to possess the growing animal which exhibits such favorable points; and, on the other hand, we are as anxious to avoid the possession of that animal which exhibits unfavorable points, unless at a very depreciated value. Now, it has been ascertained by experience, that pure breeding, perfect form, and fine touch, make the best mature animal. Hence *these points* will insure both the growing and the mature animal a ready market and a good price; and hence also, that breed which constantly presents these points, deserves, by its intrinsic worth, to be generally cultivated.

Caution against poison.—Housekeepers should be cautious about using glazed earthen vessels for holding confections, either preserved in acids, liable to undergo acetous fermentation. The lead used in the process of glazing is deadly poison. It is disengaged by the action of the acids, and diffuses itself through the entire contents of the vessel from which is corroded. Many persons, not aware of this fact, preserve pickles and sweetmeats in glazed earthen ares, and from the deleterious change which the confections undergo in consequence, lose their health, if not their lives, without ever suspecting the cause.

Tomato.—It is said that the juice of the tomato vine contains a most superb innate green, colouring, which is said to have been used as a dye, and may be made of all the various shades of green, from the dark to light pale green & when mixed with other colours, this green colouring is tho't to have a stronger basis than any other vegetable.

To Preserve Books.—A few drops of any perfumed oil will secure libraries from the consuming effects of mould and damp. Russian leather which is perfumed with the tar of the birch tree, never moulders; and merchants suffer large bales of this leather to remain in the London docks, knowing that it cannot sustain any injury from damp. This manner of preserving books with perfumed oil was known to the ancients. The Romans used oil of cedar to preserve valuable MSS. Hence the expression used by Horace, "*Digna cedro,*" meaning any work worthy of being anointed with cedar oil, or, in other words, worthy of being preserved and remembered.

Greenf. Gaz.

From the Cincinnatti Whig.

"ADVANTAGES OF ADVERTISING.

A gentleman on calling at this office the other day to pay for an advertisement, remarked that its publication had made him three hundred dollars. He had long tried as executor, to sell a farm, but the highest bid he could get, was twenty-five dollars per acre. He advertised and in less than a month sold it for twenty-eight.".

The above is copied from the Lebanon, O. Star, and furnishes another proof of the great advantages of advertising. We have for some time past been intending to say a few words on this subject, because we think there is a great deal of apathy existing among many of the business men of this city in reference to it. They do not seem to be sufficiently impressed with the real importance of advertising, either as it regards their own interests or the interests of the city. In New York, Philadelphia, Charleston and New Orleans, where a vast deal more business is done than in any other cities of the same size in this country, the merchants advertise freely and extensively, and *experience*, (the best test) has taught them the unquestionable efficacy of so doing. Indeed, it may be safely set down as one of the chief causes of the great business operations in those places. There, whenever a new article is received, the first thing to be done is to advertise it in the newspapers, and consequently it is disposed of in a few days.

* * * * * *

To demonstrate more fully the great advantages of advertising, we will mention a few cases which have accidentally come under our observation since our connection with this paper.

A gentlemen had a House to let, in Gano street, and for three months had endeavored to find a tenant. He had put labels on the door and had enquired among his friends, but the House remained unoccupied. He then sent an advertisement to the Whig, offering it to rent. He immediately had a dozen applications, and succeeded in getting a good tenant without further difficulty. The advertisement cost him one dollar. Had he incurred this trifling expense when his House first became vacant, he would have saved the rent of three months, (the time it stood unoccupied,) amounting to probably fifty or sixty dollars.

Again. A Merchant on Main st. had a large lot of firkin butter which had remained in his store without an application for it, for five months. He then advertised it in the Whig, and the next day sold the whole of it.

Again. A gentleman had consigned to him a box of guns, and was enabled to trace the box no further than the Wharf, it having been landed from a steam boat. After a fruitless search of *nine months* for the box, he advertised it in the Whig. In two days afterwards the box was delivered to him in good order, it having been stowed away in the loft of a Commission Store.

Again. A gentleman wished to employ a number of agents for a special purpose, and had for several months labored under much inconvenience in consequence of not being able to procure them. He put an advertisement in the Whig, headed "Agents wanted," and the next day his office was overrun with applicants.

Again. A gentleman lost his pocket book containing $180 in bank bills, besides other papers of value. He advertised its loss in the Whig and offered a reward for its recovery. In a day or two the advertisement brought him his pocket book and all its contents.

Again. A gentleman desired to borrow $4,000 on bond and mortgage. He advertised for that sum through the columns of the Whig, and obtained the money in a few days.

Once more. A Dry Goods Merchant had on hand a large and elegant assortment of cloths and casimeres, which had been lying upon his shelves for a considerable time without purchasers. He advertised them in the Whig, and in a few days disposed of the whole of them.

Such are some of the palphable evidences of the great benefits of advertising.

Superadded to the individual advantages accruing from this source, it conduces essentially to the commercial character and general prosperity of the City. Merchants and others residing in distant country places, seeing the papers of any city